
DARBY CUNNINGHAM

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PROFILE

Pursuing a Bachelor's degree in English enabled me to enhance my writing and communication skills along with critical thinking. My minor in Digital Marketing has broadened my overall knowledge of the basics as well as the new and exciting paths in the world of Marketing.

Over the past few years I have been working with multiple businesses; of which I have acquired a clearer understanding of graphics design, web content & development, SEO, digital marketing and marketing strategies.

Having these opportunities have only helped to secure my enthusiasm and passion for working in the marketing field.

EXPERIENCE

WEB CONTENT & DEVELOPMENT INTERN - SACRED HEART UNIVERSITY |
FAIRFIELD, CT – 2019-2020

Assisted with the website redesign which involved; graphic design, migrating content, basic coding, following accessibility protocol, website design.

DIGITAL MARKETING SPECIALIST - INNOVATIVE CPA GROUP | TRUMBULL, CT –
2020

Executed the updates on social media platforms; particularly the employee written blogs. Edited all content and assisted with any updates made to preexisting website through WordPress.

MARKETING COORDINATOR - SALON 25 | CENTEREACH, NY – 2018-2020

Created Website: salontwentyfive.com (text, images, all content)

Created effective messaging using language, graphics and marketing.

MARKETING COORDINATOR - MEGA MNC SOCCER | FOREST HILLS, NY –
2017-2020

Created Website: megamnc.com (text, images, all content)

Created online flyers for upcoming events, tournaments, etc.

Created effective messaging using language, graphics and marketing.

EDUCATION

BACHELOR'S IN ENGLISH, DIGITAL MARKETING

SACRED HEART UNIVERSITY - FAIRFIELD, CT AUGUST 2016 TO MAY 2020

SKILLS

- Website Design & Management
- Marketing Strategy & Planning
- Content Writing & Editing
- SEO
- Adobe Suite
- Email Marketing
- Social Media Management
- Website Design & Management
- Digital Marketing
- Marketing
- Social Media Marketing
- WIX
- WordPress
- MailChimp
- TerminalFour
- Canva
- Microsoft Office
- Pages, Keynote, Numbers
- Google Analytics

PORTFOLIO WEBSITE

<https://darbykatee985.wixsite.com/darbycunningham>